

604-2.

MAY 6 1929

STEDMAN TILE OF REINFORCED RUBBER

COLOR PANELS

Rubber tiles

STEDMAN PRODUCTS COMPANY
SOUTH BRAINTREE
MASSACHUSETTS



INVISIBLE FIBRE REINFORCEMENT

—the Secret back of Lasting Wear
and Permanence

IT is a matter of common knowledge that the natural resilience of rubber and its general adaptability for floor purposes had not been fully realized until the advent of the Stedman Product. The widespread success of the modern rubber floor dates from the discovery of the principle of integral (cotton fibre) reinforcement. In this process, new cotton fibres—short filaments almost invisible to the eye — are introduced into the rubber compound which surrounds and impregnates it, forming a reinforced mass that later under a tremendous vulcanizing pressure becomes a homogeneous whole.

The proportion of rubber, pigment and fibre is scientifically gauged to give to the floor structure that balance which makes it resilient yet wear-resisting, smooth yet non-slipping, practical yet beautiful. Technically it is demonstrable that the fibre reinforcement of the Stedman process yields the highest results in tensile strength, ultimate elongation and resist-

ance to abrasion, indentation, and penetration. In every-day language it means that wear and permanence in a floor is after all *a matter of structure*.

That is why the Stedman Floor has become so well regarded. That is why

it does not warp or curl, but gives lasting wear with beauty, comfort and economy. That is why it meets the exacting requirements of the department store for upkeep and non-slipping; of the hospital, church and school for beauty, quietness and comfort; of the office building for wear and economy; and finally of the modern home where all of these qualities are needed to keep pace with the conveniences and mechanical work-savers contributed by Science.



There is always a natural satisfaction in knowing that the high reputation of the article which you purchase is of itself a virtual guarantee of its worth. *When you buy a Stedman Floor you buy the product of an organization specifically trained in its manufacture and installation.*

ID 89-67397-22F

COLOR

As Expressed in Floors

AFTER the best advice and clearest evidence have determined the choice of the floor material there remains the important problem of color and design selection. They are most important. Color appeals to the emotions and design reflects individuality. Together, in a floor, they are one of the dominating factors of the room. Here again the same invisible cotton fibre reinforcement of the Stedman Tile retards the color interflow which makes possible a natural beauty and creates realistic marblelike effects. It is the retardation of the color interflow which produces the definite veinings and striations whose clear-cut effects are characteristic of the Stedman Tile, making its beauty and gracefulness of color and texture very satisfying to the eye.

There is no substitute for these qualities of striation and color blending. Imitating products cannot have the depth of color to match the beauty of Stedman. It has been said that you sense in Stedman Tile as in no other a three dimension value, an apparently unlimited depth of color veinings intermingling throughout the entire material, yet preserving individual form and value.

The colorings are permanent in the tile, running throughout its full thickness, and abrasion or traffic wear only enhances their beauty. It is the uncommon effect of a perfect blending plus the preservation of definite tracteries of color which explain the well-known appeal of Stedman Tile.

Supporting this refinement of colorings is an available choice of more than thirty different color types whose appeal is both specific and general, as from its wide range of colors, sizes and designs any decorative scheme or motif may be completed. Marble and Paisley effects together with plain colors are available; inlays and irregular shapes which interpret the modernistic trend are produced. The different notes of cheerfulness, gaiety, impressiveness and dignity may be struck; harmonious effects and contrasts in pleasing and decorative combinations are available to inspire that floor selection which will best meet the requirements of color and design.

THE sixteen panels in full color shown on the pages following represent but a few of the many impressive effects obtainable with Stedman Reinforced Rubber Tile. We produce other colors not shown here, and of course many other designs. It is not possible to picture the entire range, but our various offices are prepared to supplement these printed descriptions with an impressive display of samples and a personal analysis of your requirements.

COLOR TYPES

Identification of color types, shown in Design No. 5 on opposite page, may be made from the following list. The base or predominating color is the first named, the veining colors following.

Top Row (left to right).

- 1 Black Paisley: Black, Cream and Red.
- 2 O-S: Cream and Black.
- 3 Walnut Paisley: Walnut, White and Gold.
- 4 Grey Walnut Gold: Grey, Walnut and Gold.
- 5 Brown Green Paisley: Brown, Green and Black.

Second Row (left to right).

- 1 Pink Tennessee: Pink, Brown and White.
- 2 Red Black: Red and Black.
- 3 Plain Grey.
- 4 Black Gold Paisley: Black, Gold and Red.
- 5 Sea Green White: Sea Green and White.

Third Row (left to right).

- 1 Plain Black.
- 2 Gold Black: Gold and Black.
- 3 Black Green: Black and Green.
- 4 Red Gold Paisley: Dark Red, Black and Gold.
- 5 O-S Red: Cream, Black and Red.

Fourth Row (left to right).

- 1 Grey Paisley: Grey, Black and White.
- 2 Black Gold: Black and Gold.
- 3 Buff Walnut: Buff and Walnut.
- 4 Black Red: Black and Red.
- 5 Napoleon Grey: Buff-Grey, Black, White and Pink.

Fifth Row (left to right).

- 1 Buff Black: Buff and Black.
- 2 Plain Red-Dark.
- 3 Slate Red Paisley: Slate, Cream and Red.
- 4 Brown Black: Brown and Black.
- 5 Grey Green Paisley: Grey, Green, Black and White.

Sixth Row (left to right).

- 1 Verde Antique: Black, White and Green.
- 2 White Black: White and Black.
- 3 Special Red Gold Paisley: Special Red, Black and Gold.
- 4 Black White: Black and White.
- 5 Brown Gold Paisley: Brown, Gold and Black.



Design No. 27. An achievement in the ordinarily commonplace diagonal pattern. Predominating color type is Brown Green Paisley; darker squares are Black Green; the narrow border is Buff Black.



Design No. 19 Random Pattern. Random in its use of tile, shapes and sizes, and in disposition of color and grain. There are limitless possibilities for variety with this material.



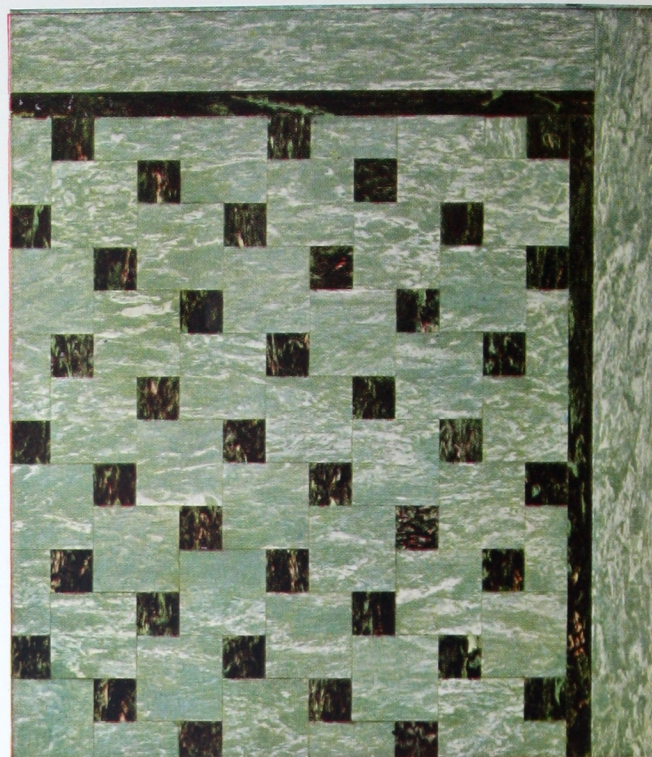
Design No. 5 Random Colors. A conventional square pattern becomes modernistic. Here is gayety, daring and cheer. Color types used in the squares are indicated on the preceding page.



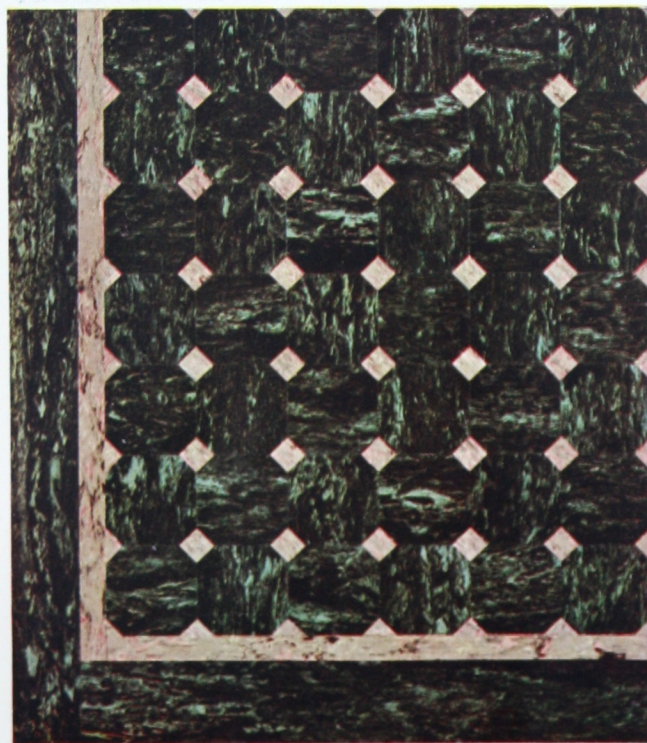
Design No. 18 With Special Border. Squares in effect, but with a grain pattern of unusual interest obtained by using rectangles in the lighter material, Red Black. The other type is Black Gold.



Design No. 9. The Log Cabin; an arrangement of rectangular Buff Black Tile whose appeal is enhanced by the narrow inner border of Black Gold.



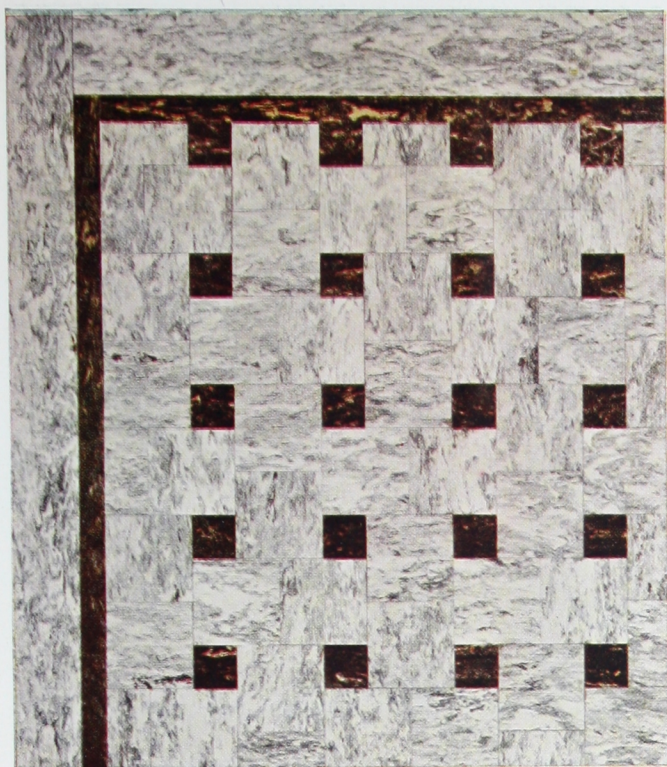
Design No. 13. Large squares of Sea Green White offset with small squares of Verde Antique form a singularly attractive pattern. The reversal of these colors is effective, too.



Design No. 15. Black Green octagons and Napoleon Grey spots create this impressive design which individualizes any interior.



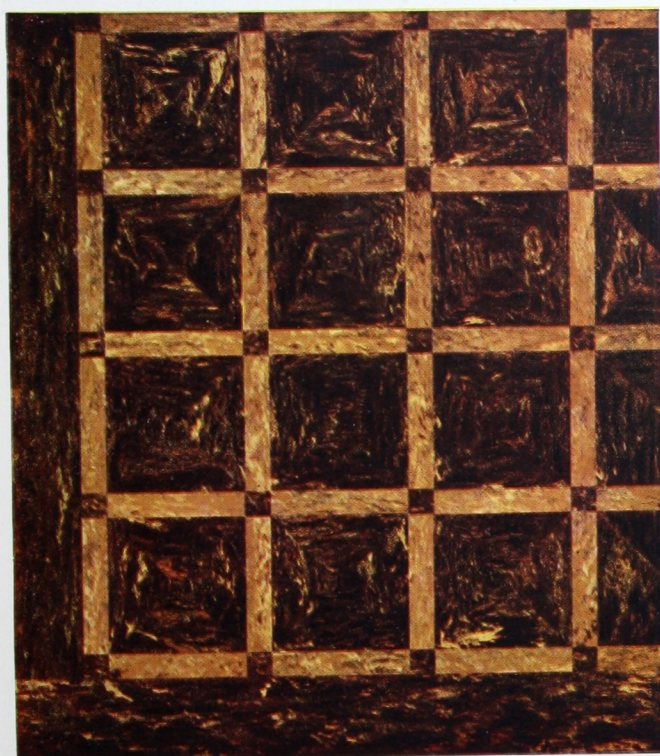
Design No. 32. Bold or restrained effects are alike possible in this design of squares. Here Buff Walnut contrasts agreeably with Brown Black.



Design No. 23. Squares of two sizes form a cheerful basket weave pattern adapted for dark rooms or where traffic is not heavy. White Black Tile for the field; the darker color is Black White.



Design No. 27. Squares laid diagonally, with pattern worked out in color and grain. Outer border and darker squares of Walnut Paisley; the remaining squares are Buff Black.

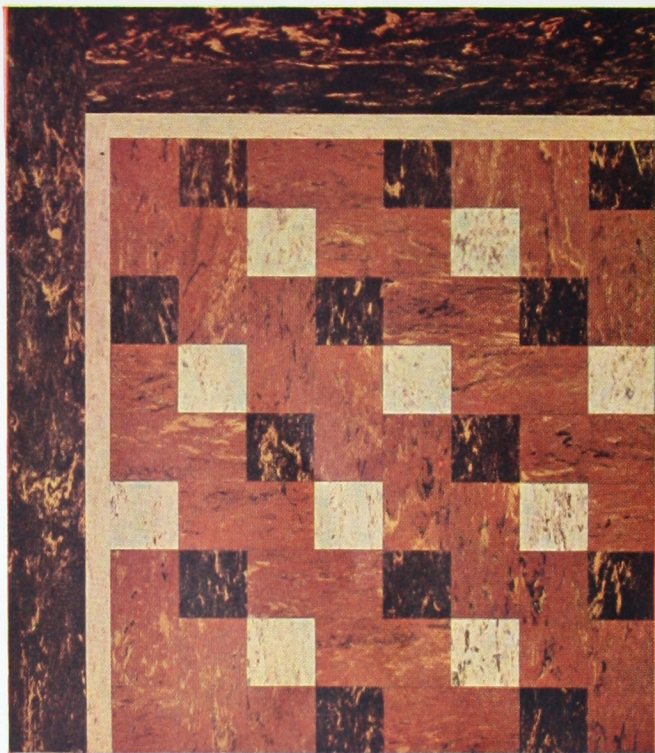


Special Design. Notice the unusual graining obtained by using Black Gold Paisley triangles to form the larger squares. The other color is Brown Gold Paisley.



Design No. 5A. Squares parallel the borders, and pattern and variety are obtained through arrangement of color and direction of grain. Slate Red Paisley and Brown Black are always harmonious.

STEDMAN • FIBRE • REINFORCED • RUBBER • TILE



Design No. 29. A novel three color treatment employing squares of Pink Tennessee and Black Gold with rectangles of Red Gold Paisley Special.



Design No. 1. The traditional checkerboard made warm and colorful with squares of Red Gold Paisley and Black Gold Paisley. An acceptable design for almost any type of interior.



Design No. 25. Suitable for small or large areas, a dining room, or a bank lobby. Red Gold Paisley and Black Gold Paisley complete a harmonious ensemble.



Design No. 11A. The color choices in this instance are rectangles of Black Red surrounding a square of O—S Red. The variety of color combinations for this design is unlimited.

STEDMAN • FIBRE • REINFORCED • RUBBER • TILE



St. Francis Hospital, La Crosse, Wis.

The warmth and cheer of color in the floors of this modern institution make it a house of refuge and hospitality. Corridors and Private Rooms, in all a total of forty-seven thousand square feet of comfort, quiet and economy, have no floor problems.

General Offices, State Street Trust Co., Boston

O-S Red Type in large rectangles with Cream inner liners confirm the expression of strength and stability achieved by the massive beams, columns and wide paneling. Desks do not permanently dent the Stedman Floor.

The same qualities which eliminate floor noise and fatigue in hospital corridors and business offices are now inducing the use of Stedman Reinforced Rubber Tile in the residence. Lasting resilience, definite colors and practical economy make this a logical floor for every room in the home.



THE INSTALLATION

A Page of Condensed Technical Information

PROPER installation is all important. Unless correctly laid, even the carefully fabricated Stedman Tile fails. Care and precision cannot be minimized when they are concerned with the placement of a material which must serve as a floor for a long period of time. For that reason Stedman Tiles are installed by our own laying organization, under directions formulated by us from many years of practical knowledge and experience. You can always recognize a Stedman Floor by these features: character and beauty of the tile and precision in installation workmanship.

Architects' Specifications. In spaces so indicated furnish and apply Stedman Fibre Reinforced Rubber Tile as manufactured by the Stedman Products Company, South Braintree, Mass.; to be laid by manufacturer in accordance with his directions throughout using cement supplied by him for beds and joints. (Allowance to finished floor level to be equal to the thickness of rubber tile.)

NOTE: Spaces below grade or basement and areas resting directly on ground are not to be covered with Stedman Tile. Hotel, hospital or restaurant kitchens, spaces behind lunch counters or soda fountains, areas where a great amount of spillage of liquids, oil or grease are common, should not be covered with Stedman Tile.

The Sub-Floor. Stedman Reinforced Rubber Tile may be laid over wood or concrete floors provided they are smooth, level and dry. Wood sub-floors should not be less than $\frac{3}{4}$ " kiln dried hardwood flooring not more than 3" wide driven up tight, blind nailed and surface nailed. Concrete floors should have a finished surface not less than $1\frac{1}{2}$ " thick composed of a one-to-three mixture of cement and clean screened sand. New concrete must be completed at least two weeks before Stedman Tile is laid and must be absolutely dry, remaining so. Concrete which has been frozen, or has a choppy or crumbly surface, cannot be utilized.

Warranty. (Standard form adopted by the Rubber Association of America): "The life and satisfactory service secured from the rubber tile floors being dependent upon their usage and care, no definite time warranty can be given, but we warrant the tiling against defective material or workmanship provided our recommended cleaning agents and methods are used. We do not assume responsibility for defects due to defective sub-floors or other surfaces provided by you, or for defects arising from dampness in the sub-floor or under-parts of the building."

NOTE: As we install our own material, we also warrant the installation under the above conditions.

Stedman Wainscot and Base. Practical and decorative wainscot $\frac{3}{16}$ " thickness is applied in tile or sheet form to trowel finished cement, $\frac{3}{4}$ " hard plaster, securely nailed compo board, also to kiln dried matched boards not more than 3" wide, blind and surface nailed. Wood pulp boards should not be used. Cove Bases in various heights and radii in colors to conform with floor or wainscot may be set even and straight flush with floor and finished wall surface. Wall backing for the Cove Base should be a true 90° angle with the floor. Furring strips should be placed at least $\frac{1}{4}$ " below top of Cove Base.

In addition to stair treads and thresholds of reinforced rubber there are other useful and harmonious effects obtained by its use in panelings, inlays (of animals, emblems, etc.) and surface covering of tables, desks and shelves. We will gladly send you a special booklet on these uses.

Care. Like any other good quality product, a good floor requires only reasonable care to insure its giving good value in return. By the same token it is necessary to guard against its natural enemies, such as alcohol, gasoline, floor wax containing rubber solvents also soaps containing oils and free caustic. With each installation of Stedman Floor we furnish definite but simple information which if carefully followed will yield dividends in floor service.

Dimensions. Sizes of Square Tile are from $4\frac{3}{8}$ " x $4\frac{3}{8}$ " to $20\frac{1}{2}$ " x $20\frac{1}{2}$ ".

Sizes of Rectangular Tile are from $5\frac{1}{8}$ " x $10\frac{1}{4}$ " to $20\frac{1}{2}$ " x 41".

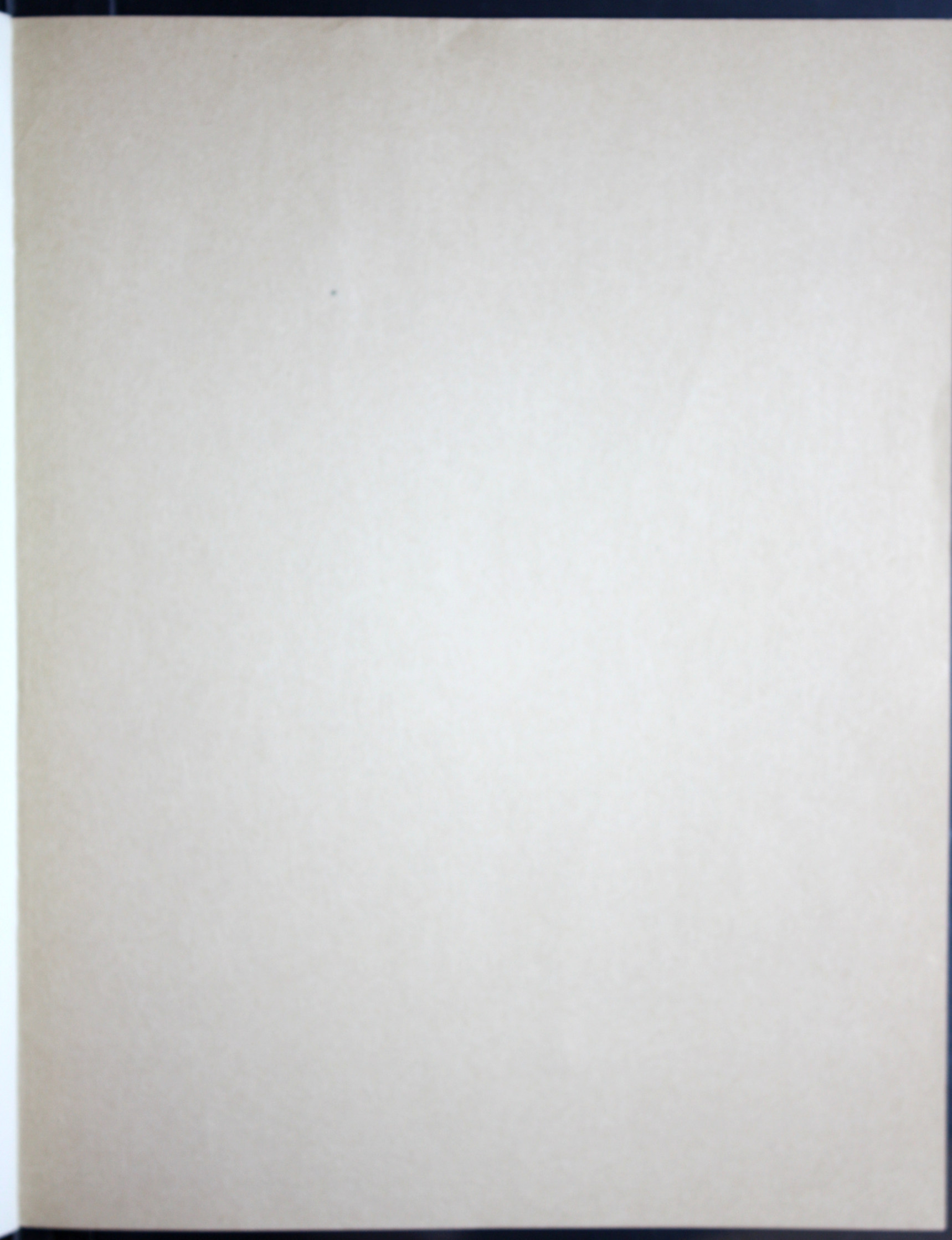
Thickness— $\frac{3}{16}$ "; $\frac{1}{4}$ "; $\frac{3}{8}$ "; $\frac{1}{2}$ ".

Borders—Cut to proportionate widths and lengths.

Desk, Counter, and Table Tops are furnished in sizes up to 15' 10" x 41".

Quotations. Samples, designs and literature are readily obtainable from our established agencies or by writing us direct.

STEDMAN PRODUCTS COMPANY
SOUTH BRAINTREE, MASSACHUSETTS



A. I. A. FILE NUMBER 23C

A. I. A. FILE NUMBER 23C